

WHAT IS CLAIMED IS:

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1. A price information mediating process for providing selling price information of at least one product supplier to at least one user: said process comprising the steps of:

- 10           a) receiving product search conditions from said user;
- b) retrieving a normal selling price of a desired product from storage means in accordance with said product search condition from said user, said storage means including normal selling price information which have been pre-registered by said product supplier;
- 15           c) sending said retrieved normal selling price to said user;
- d) receiving a desired purchasing price presented by said user; and
- 20           e) sending said desired purchasing price to said product supplier.

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2. A price information mediating process for providing selling price information of at least one product supplier to at least one user: said process comprising the steps of:

- 30           a) receiving product search conditions from said user;
- b) retrieving a normal selling price of a desired product from storage means in accordance with said product search condition from said user, said storage means including normal selling price
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information and allowable discount selling price corresponding to said normal selling price which have been pre-registered by said product supplier;

5 c) sending said retrieved normal selling price to said user;

d) receiving a desired purchasing price presented by said user; and

10 e) sending said desired purchasing price to said product supplier if said desired purchase price is greater than said allowable discount selling price.

15 3. A price information mediating process for providing selling price information of at least one product supplier to at least one user: said process comprising the steps of:

20 a) receiving product search conditions from said user;

b) retrieving a normal selling price of a desired product from first storage means in accordance with said product search condition from  
25 said user, said first storage means including normal selling price information which have been pre-registered by said product supplier;

c) sending said retrieved normal selling price to said user;

30 d) receiving a desired purchasing price presented by said user;

e) storing said desired purchasing price in second storage means;

35 f) receiving a request for updating said normal selling price stored in said first storage means; and

g) reporting to said user in case where

said normal selling price takes a value less than said desired purchasing price stored in said second storage means as a result of said update request.

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4. A computer readable medium storing program code for causing a computer to mediate price information between at least one user and at least one product supplier, said computer readable medium comprising:

first program code means for receiving product search conditions from said user;

15 second program code means for retrieving a normal selling price of a desired product from storage means in accordance with said product search condition from said user, said storage means including normal selling price information which

20 have been pre-registered by said product supplier;

third program code means for sending said retrieved normal selling price to said user;

fourth program code means for receiving a desired purchasing price presented by said user; and

25 fifth program code means for sending said desired purchasing price to said product supplier.

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5. A computer readable medium storing program code for causing a computer to mediate price information between at least one user and at least one product supplier, said computer readable medium comprising:

35 first program code means for receiving product search conditions from said user;

second program code means for retrieving a normal selling price of a desired product from storage means in accordance with said product search condition from said user, said storage means  
5 including normal selling price information and allowable discount selling price corresponding to said normal selling price which have been pre-registered by said product supplier;

10 third program code means for sending said retrieved normal selling price to said user;  
fourth program code means for receiving a desired purchasing price presented by said user; and  
fifth program code means for sending said  
15 desired purchasing price to said product supplier if said desired purchase price is greater than said allowable discount selling price.

20 6. A computer readable medium storing program code for causing a computer to mediate price information between at least one user and at least one product supplier, said computer readable medium comprising:

25 first program code means for receiving product search conditions from said user;  
second program code means for retrieving a normal selling price of a desired product from first  
30 storage means in accordance with said product search condition from said user, said first storage means including normal selling price information which have been pre-registered by said product supplier;  
third program code means for sending said  
35 retrieved normal selling price to said user;  
fourth program code means for receiving a desired purchasing price presented by said user;

fifth program code means for storing said desired purchasing price in second storage means;

sixth program code means for receiving a request for updating said normal selling price stored in said first storage means; and

seventh program code means for reporting to said user in case where said normal selling price takes a value less than said desired purchasing price stored in said second storage means as a result of said update request.

7. A server for mediating price information between at least one product supplier and at least one user via a network, comprising:

first receiving means for receiving product search conditions from said user;

retrieving means for retrieving a normal selling price of a desired product from storage means in accordance part said product search condition from said user, said storage means including normal selling price information which have been pre-registered by said product supplier;

first sending means for sending said retrieved normal selling price to said user;

second receiving means for receiving a desired purchasing price presented by said user; and

second sending means for sending said desired purchasing price to said product supplier.

8. The server as claimed in claim 7, wherein said storage means also stores allowable

discount selling price corresponding to said normal  
selling price which have been pre-registered by said  
product supplier, said second sending means  
determines whether said desired purchasing price is  
5 greater than said allowable discount selling price  
and sends said desired purchasing price to said  
product supplier when said second sending means  
determines that said desired purchasing price is  
greater than said allowable discount selling price.  
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9. The server as claimed in claim 7,  
15 further comprising:  
third receiving means for receiving a  
request for updating said normal selling price  
stored in said storage means; and  
reporting means for reporting to said user  
20 in case where said normal selling price takes a  
value less than said desired purchasing price stored  
in said storage means as a result of said update  
request.

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10. The server as claimed in claim 7,  
further comprising:  
30 fourth receiving means for receiving  
selling permission reporting information from the  
shop terminal; and  
third sending means for sending said  
selling permission reporting information to said  
35 user terminal.